

## SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR FORM-BASED GENERATION OF A PROMOTIONAL OFFER

### ABSTRACT

A system, method and article of manufacture are provided for generating a promotional offer for a product. A form is provided. The form has one or more fields, such as a  
5 field for entering a product identification associated with the product or service, a promotion field for identifying the promotional offer, a price field, a discount field, a date field, and/or a field for an identifier of the entity or person offering the promotional offer. Information for entering in the field(s) of the form is received and entered in the field(s) for completing the form. A description of the promotional offer is generated  
10 based on the sufficiently completed form. The promotional offer is associated with the product and output to a user upon receiving a request for information about the product.